



TRUST ACADEMY

Training...for Excellence!!!

Scheme of Work

Programme/Qualification Title:	Module/Unit Title/Ref No:
Certificate in Professional Digital Marketing	Planning Campaigns

Tutor:	No of weeks/sessions or Start/end dates:	Hours per week/per session:	Total GLH:
Jeremiah Mapfumo	30	6	150

Module/Unit Aims:

- Introducing marketers to the communications world and how its planned as a company tries to achieve four objectives , differentiation, reminding, informing and persuading customers

Module/Unit Learning Outcomes:

- Understand the dynamics Of communications
- Understand where marketing communications fit into the overall marketing strategy
- Understand the marketing communication models
- Understand the marketing communications mix or tools

Date/	No. of	Topic/Content	Learning Outcome(s)	Method(s)	Resources	Assessment, i.e.
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Week/ Session No:	GLH			of delivery		means of evaluating achievement of Learning Outcomes
1 to 6	50	<p><u>Unit 1</u></p> <p>1 Marketing communications: an introduction</p> <p>2 Communication: theory, interactivity and people</p> <p>3 Audiences: behaviour, attitudes and decision-making</p>	<ul style="list-style-type: none"> ✓ Defining communications ✓ Objectives ✓ How other elements of the marketing mix communications 	Lecturing	Fill , 2006 , simply marketing communications	On-going basis using questions and presentations
		Assignment writing				Task 1
7 to 14	12	<p><u>Unit 2</u></p> <p>4 Strategy: approaches, integration and planning</p> <p>5 Targeting audiences: segmentation, targeting, positioning and objectives</p> <p>6 Using technology: scope, applications and websites</p>	<ul style="list-style-type: none"> ✓ Marketing communications model ✓ Segmentation and positioning ✓ Using technologies to reach the target audience 	Lecturing	Textbook and the internet	On-going basis using questions and presentations
		Task 2				Task 2
14 to 22	50	<u>Unit 3</u>	<ul style="list-style-type: none"> • Understanding the 	Lecturing	Textbook	On-going basis

		<p>Elements of the marketing communications mix</p> <p>7 Advertising: frameworks, messages and evaluation</p> <p>8 Media: traditional, digital and planning</p> <p>9 Sales promotion: principles, techniques and evaluation</p> <p>10 Public relations and sponsorship</p> <p>11 Direct marketing, personal selling and evaluation</p>	<p>theory behind each and every tool</p> <ul style="list-style-type: none"> • How to use or apply tools 		and the internet	using questions and presentations
		Student ready to submit the work related assignment				Submission of the assignment